



WDIV

# ORDER

Print Date 09/05/12

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Flight Dates **09/04/12-09/10/12**

Contract / Revision      **258074 /**

Original Date / Revision  
08/30/12    08/30/12

Advertiser **ISS/Michigan Democratic St**

Agency    **Three Point Media**

Buying Contact

**1322 G Street, SE  
Washington, DC 20003**

Product

**MDSCC**

Agency Com    15%

Billing Contact

**1322 G Street, SE  
Washington, DC 20003**

Sales Office    PHI

Sales Region   NAT

Agency Ref

Order Sep      00:15:00

Estimate #      **1591**

Alt Order #     **06301553**

Billing Type    Cash

Order Type     GENERAL

Billing Cycle    EOM/EOC

Billing Calendar BROADCAST

Demographic   A35+

Rev Codes      AGY      POL      ISSUE

Product Codes PA-Democrat

Priority          P-2

Advertiser Ref

Primary Account Executive  
Nick Welte

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Nick Welte        | 100%   |            |          |

Order Share 100% Market Value 42350

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE             | %          | 0      |
| WDWB              | %          | 0      |
| WJBK              | %          | 0      |
| WKBD              | %          | 0      |
| WWJ               | %          | 0      |
| WXYZ              | %          | 0      |

## Order Totals

## Billing Plan

| Month          | # of Spots | Net Amount         | Gross Amount       | Rating      | Start Date | End Date | # Spots | Net Amount  | Gross Amount |
|----------------|------------|--------------------|--------------------|-------------|------------|----------|---------|-------------|--------------|
| September 2012 | 50         | \$35,997.50        | \$42,350.00        | 0.00        | 08/27/12   | 09/10/12 | 50      | \$35,997.50 | \$42,350.00  |
| <b>Totals</b>  | <b>50</b>  | <b>\$35,997.50</b> | <b>\$42,350.00</b> | <b>0.00</b> |            |          |         |             |              |

| Ln  | Ch   | Start             | End             | Inventory Code   | Break | Start/End Time    | Days    | Len         | Spots | Rate          | Pri | Rtg  | Type | Totals |            |
|-----|------|-------------------|-----------------|--|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|--------|------------|
|     |      |                   |                 |  |       |                   |         |             |       |               |     |      |      | Spots  | Amount     |
| E 1 | WDIV | 09/07/12          | 09/07/12        | Tonight Show w/Leno<br>Tonight Show 1135P-123'         | CM    | 1135P-1237A       | ----1-- | :30         | 1     | \$800.00      | P-2 | 0.00 | NM   | 1      | \$800.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |
|     |      | Week: 09/03/12    | 09/09/12        | ----1--  |       | 1                 |         | \$800.00    |       | 0.00          |     |      |      |        |            |
| E 2 | WDIV | 09/07/12          | 09/07/12        | Noon News 12-1230p MFM<br>Noon News 12-1230p           | CM    | 12N-1230P         | ----1-- | :30         | 1     | \$750.00      | P-2 | 0.00 | NM   | 1      | \$750.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |
|     |      | Week: 09/03/12    | 09/09/12        | ----1--  |       | 1                 |         | \$750.00    |       | 0.00          |     |      |      |        |            |
| E 3 | WDIV | 09/07/12          | 09/07/12        | 4:30am Local News M-FCM<br>4:30am Local News           | CM    | 4:30-5am M-F      | ----1-- | :30         | 1     | \$100.00      | P-2 | 0.00 | NM   | 1      | \$100.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |
|     |      | Week: 09/03/12    | 09/09/12        | ----1--  |       | 1                 |         | \$100.00    |       | 0.00          |     |      |      |        |            |
| E 4 | WDIV | 09/07/12          | 09/07/12        | M-F 430-5P Inside Edition<br>Inside Edition M-F 430-5p | CM    | 430p-5p           | ----1-- | :30         | 1     | \$880.00      | P-2 | 0.00 | NM   | 1      | \$880.00   |
|     |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>  |       | <u>Spots/Week</u> |         | <u>Rate</u> |       | <u>Rating</u> |     |      |      |        |            |
|     |      | Week: 09/03/12    | 09/09/12        | ----1--  |       | 1                 |         | \$880.00    |       | 0.00          |     |      |      |        |            |
| E 5 | WDIV | 09/07/12          | 09/07/12        |  | CM    | 5P-530P           | ----1-- | :30         | 1     | \$1,200.00    | P-2 | 0.00 | NM   | 1      | \$1,200.00 |



WDIV

Print Date: 09/05/12

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Contract / Revision **258074** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC**

Estimate # **1591**

|   |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      | Totals |            |
|---|------|-------------------|-----------------|---------------------------------------|-------------------|-----------------|-------------|-----|---------------|------------|-----|------|------|--------|------------|
| Ln  | Ch   | Start             | End             | Inventory Code                        | Break             | Start/End Time  | Days        | Len | Spots         | Rate       | Pri | Rtg  | Type | Spots  | Amount     |
| 5-6pm Local 4 News M-F                    |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
| M-F Local 4 News 5-6pm (5:00 PM-5:30 PM)  |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/03/12          | 09/09/12        | ----1--                               | 1                 |                 | \$1,200.00  |     | 0.00          |            |     |      |      |        |            |
| E 6                                       | WDIV | 09/07/12          | 09/07/12        | 5-6am Local News M-F CM               | 530-6a            | 5:30 AM-6:00 AM | ----1--     | :30 | 1             | \$300.00   | P-2 | 0.00 | NM   | 1      | \$300.00   |
| Local 4 News Today 5-6A (5:30 AM-6:00 AM) |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/03/12          | 09/09/12        | ----1--                               | 1                 |                 | \$300.00    |     | 0.00          |            |     |      |      |        |            |
| E 7                                       | WDIV | 09/07/12          | 09/07/12        | 6-630pm Local 4 News M-F CM           | 6P-630P           | 6P-630P         | ----1--     | :30 | 1             | \$1,500.00 | P-2 | 0.00 | NM   | 1      | \$1,500.00 |
| M-F Local 4 News 6-630p                   |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/03/12          | 09/09/12        | ----1--                               | 1                 |                 | \$1,500.00  |     | 0.00          |            |     |      |      |        |            |
| E 8                                       | WDIV | 09/07/12          | 09/07/12        | M-F Access 7-730P Wheel of Fortune CM | 7P-730P           | 7P-730P         | ----1--     | :30 | 1             | \$2,100.00 | P-2 | 0.00 | NM   | 1      | \$2,100.00 |
| M-F Wheel of Fortune                      |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/03/12          | 09/09/12        | ----1--                               | 1                 |                 | \$2,100.00  |     | 0.00          |            |     |      |      |        |            |
| E 9                                       | WDIV | 09/07/12          | 09/07/12        | 7-9am Today Show M-F CM               | 8-9a              | 8:00 AM-9:00 AM | ----1--     | :30 | 1             | \$1,000.00 | P-2 | 0.00 | NM   | 1      | \$1,000.00 |
| Today Show (8:00 AM-9:00 AM)              |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/03/12          | 09/09/12        | ----1--                               | 1                 |                 | \$1,000.00  |     | 0.00          |            |     |      |      |        |            |
| E 10                                      | WDIV | 09/10/12          | 09/10/12        | Ricki Lake 3-4p 9/10 CM               | 3-4p              | 3-4p            | 1-----      | :30 | 1             | \$400.00   | P-2 | 0.00 | NM   | 1      | \$400.00   |
| Ricki Lake                                |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/10/12          | 09/16/12        | 1-----                                | 1                 |                 | \$400.00    |     | 0.00          |            |     |      |      |        |            |
| E 11                                      | WDIV | 09/10/12          | 09/10/12        | M-F Local News @ 4pm CM               | 4p-430pm          | 4p-430pm        | 1-----      | :30 | 1             | \$975.00   | P-2 | 0.00 | NM   | 1      | \$975.00   |
| M-F Local News @ 4pm                      |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/10/12          | 09/16/12        | 1-----                                | 1                 |                 | \$975.00    |     | 0.00          |            |     |      |      |        |            |
| E 12                                      | WDIV | 09/10/12          | 09/10/12        | 4:30am Local News M-F CM              | 4:30-5am M-F      | 4:30-5am M-F    | 1-----      | :30 | 1             | \$100.00   | P-2 | 0.00 | NM   | 1      | \$100.00   |
| 4:30am Local News                         |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/10/12          | 09/16/12        | 1-----                                | 1                 |                 | \$100.00    |     | 0.00          |            |     |      |      |        |            |
| E 13                                      | WDIV | 09/10/12          | 09/10/12        | M-F 430-5P Inside Edition CM          | 430p-5p           | 430p-5p         | 1-----      | :30 | 1             | \$880.00   | P-2 | 0.00 | NM   | 1      | \$880.00   |
| Inside Edition M-F 430-5p                 |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/10/12          | 09/16/12        | 1-----                                | 1                 |                 | \$880.00    |     | 0.00          |            |     |      |      |        |            |
| E 14                                      | WDIV | 09/10/12          | 09/10/12        | 5-6am Local News M-F CM               | 530-6a            | 5:30 AM-6:00 AM | 1-----      | :30 | 1             | \$300.00   | P-2 | 0.00 | NM   | 1      | \$300.00   |
| Local 4 News Today 5-6A (5:30 AM-6:00 AM) |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/10/12          | 09/16/12        | 1-----                                | 1                 |                 | \$300.00    |     | 0.00          |            |     |      |      |        |            |
| E 15                                      | WDIV | 09/10/12          | 09/10/12        | 6-630pm Local 4 News M-F CM           | 6P-630P           | 6P-630P         | 1-----      | :30 | 1             | \$1,500.00 | P-2 | 0.00 | NM   | 1      | \$1,500.00 |
| M-F Local 4 News 6-630p                   |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/10/12          | 09/16/12        | 1-----                                | 1                 |                 | \$1,500.00  |     | 0.00          |            |     |      |      |        |            |
| E 16                                      | WDIV | 09/10/12          | 09/10/12        | Jeopardy 730-8p M-F CM                | 730P-8P           | 730P-8P         | 1-----      | :30 | 1             | \$2,100.00 | P-2 | 0.00 | NM   | 1      | \$2,100.00 |
| M-F Jeopardy                              |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |
| Week:                                     |      | 09/10/12          | 09/16/12        | 1-----                                | 1                 |                 | \$2,100.00  |     | 0.00          |            |     |      |      |        |            |
| E 17                                      | WDIV | 09/10/12          | 09/10/12        | Today Show 9-10a M-F CM               | 9A-10A            | 9A-10A          | 1-----      | :30 | 1             | \$550.00   | P-2 | 0.00 | NM   | 1      | \$550.00   |
| Today Show 9-10A                          |      |                   |                 |                                       |                   |                 |             |     |               |            |     |      |      |        |            |
|   |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                       | <u>Spots/Week</u> |                 | <u>Rate</u> |     | <u>Rating</u> |            |     |      |      |        |            |



WDIV

Print Date: 09/05/12

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Contract / Revision **258074** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC**

Estimate # **1591**

|       |             |                   |                   |   |       |                                      |                 |               |       |             |     |                 | Totals |            |
|-------|-------------|-------------------|-------------------|---|-------|--------------------------------------|-----------------|---------------|-------|-------------|-----|-----------------|--------|------------|
| Ln    | Ch          | Start             | End               | Inventory Code                                      | Break | Start/End Time                       | Days            | Len           | Spots | Rate        | Pri | Rtg Type        | Spots  | Amount     |
| E 17  | WDIV        | 09/10/12          | 09/10/12          | Today Show 9-10a M-F CM<br>Today Show 9-10A         |       | 9A-10A                               | 1-----          | :30           | 1     | \$550.00    | P-2 | 0.00 NM         | 1      | \$550.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/10/12          | 09/16/12          | 1-----  |       | 1                                    |                 |               |       | \$550.00    |     | 0.00            |        |            |
| E 18  | WDIV        | 09/08/12          | 09/08/12          | Sat 7-730pm Local News CM<br>Sat 7-730pm Local News |       | 7p-730p                              | -----1-         | :30           | 1     | \$1,000.00  | P-2 | 0.00 NM         | 1      | \$1,000.00 |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | -----1-   |       | 1                                    |                 |               |       | \$1,000.00  |     | 0.00            |        |            |
| E 19  | WDIV        | 09/08/12          | 09/08/12          | Sat 6-8am Loc News CM<br>Sat 6-8am/Local 4 News     |       | 6-7am<br>(6:00 AM-7:00 AM)           | -----1-         | :30           | 1     | \$400.00    | P-2 | 0.00 NM         | 1      | \$400.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | -----1-   |       | 1                                    |                 |               |       | \$400.00    |     | 0.00            |        |            |
| E 20  | WDIV        | 09/08/12          | 09/08/12          | Sat 6-8am Loc News CM<br>Sat 6-8am/Local 4 News     |       | 7-8am<br>(7:00 AM-8:00 AM)           | -----1-         | :30           | 1     | \$575.00    | P-2 | 0.00 NM         | 1      | \$575.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | -----1-   |       | 1                                    |                 |               |       | \$575.00    |     | 0.00            |        |            |
| E 21  | WDIV        | 09/08/12          | 09/08/12          | Sat Today 8-10am CM<br>Sat 8-10am Today             |       | Sat 8-9am Today<br>(8:00 AM-9:00 AM) | -----1-         | :30           | 1     | \$900.00    | P-2 | 0.00 NM         | 1      | \$900.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | -----1-   |       | 1                                    |                 |               |       | \$900.00    |     | 0.00            |        |            |
| E 22  | WDIV        | 09/09/12          | 09/09/12          | Sports Final Ed 12-1230a CM<br>Sports Final Edition |       | 12-1230a                             | -----1          | :30           | 1     | \$650.00    | P-2 | 0.00 NM         | 1      | \$650.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | -----1  |       | 1                                    |                 |               |       | \$650.00    |     | 0.00            |        |            |
| E 23  | WDIV        | 09/09/12          | 09/09/12          | Sun 6-730am Loc News CM<br>Sun News 6-730am         |       | Sun 6-7am<br>(6:00 AM-7:00 AM)       | -----1          | :30           | 1     | \$250.00    | P-2 | 0.00 NM         | 1      | \$250.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | -----1  |       | 1                                    |                 |               |       | \$250.00    |     | 0.00            |        |            |
| E 24  | WDIV        | 09/09/12          | 09/09/12          | Sun 6-730am Loc News CM<br>Sun News 6-730am         |       | Sun 7-7:30am<br>(7:00 AM-7:30 AM)    | -----1          | :30           | 1     | \$350.00    | P-2 | 0.00 NM         | 1      | \$350.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | -----1  |       | 1                                    |                 |               |       | \$350.00    |     | 0.00            |        |            |
| E 25  | WDIV        | 09/09/12          | 09/09/12          | Sun 8-9am Loc News CM<br>Sun Local News 8-9am       |       | Sun 8-9am                            | -----1          | :30           | 1     | \$550.00    | P-2 | 0.00 NM         | 1      | \$550.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | -----1  |       | 1                                    |                 |               |       | \$550.00    |     | 0.00            |        |            |
| E 26  | WDIV        | 09/06/12          | 09/06/12          | Ricki Lake 3-4p 9/10 CM<br>Ricki Lake               |       | 3-4p                                 | ---1---         | :30           | 1     | \$400.00    | P-2 | 0.00 NM         | 1      | \$400.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | ---1---   |       | 1                                    |                 |               |       | \$400.00    |     | 0.00            |        |            |
|       | <u>Spot</u> | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>                                  |       | <u>Start/End Time</u>                | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u> |     | <u>Rtg Type</u> |        |            |
|       | 1           | WDIV              | 09/03/12-09/09/12 | Anderson Cooper 3-4p                                |       | 3-4p                                 | MTWThF----      | :30           |       | \$400.00    |     | 0.00 NM         |        |            |
| E 27  | WDIV        | 09/06/12          | 09/06/12          | M-F Local News @ 4pm CM<br>M-F Local News @ 4pm     |       | 4p-430pm                             | ---1---         | :30           | 1     | \$975.00    | P-2 | 0.00 NM         | 1      | \$975.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | ---1---   |       | 1                                    |                 |               |       | \$975.00    |     | 0.00            |        |            |
| E 28  | WDIV        | 09/06/12          | 09/06/12          | 4:30am Local News M-F CM<br>4:30am Local News       |       | 4:30-5am M-F                         | ---1---         | :30           | 1     | \$100.00    | P-2 | 0.00 NM         | 1      | \$100.00   |
|       |             | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                                     |       | <u>Spots/Week</u>                    |                 |               |       | <u>Rate</u> |     | <u>Rating</u>   |        |            |
| Week: |             | 09/03/12          | 09/09/12          | ---1---   |       | 1                                    |                 |               |       | \$100.00    |     | 0.00            |        |            |
| E 29  | WDIV        | 09/06/12          | 09/06/12          |   | CM    | 430p-5p                              | ---1---         | :30           | 1     | \$880.00    | P-2 | 0.00 NM         | 1      | \$880.00   |



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Print Date: 09/05/12

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Contract / Revision **258074** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC**

Estimate # **1591**

|  |           |                   |                 |   |                   |                       |                 |               |               |             |     |            |             | Totals |            |
|--|-----------|-------------------|-----------------|---|-------------------|-----------------------|-----------------|---------------|---------------|-------------|-----|------------|-------------|--------|------------|
| Ln   | Ch        | Start             | End             | Inventory Code                            | Break             | Start/End Time        | Days            | Len           | Spots         | Rate        | Pri | Rtg        | Type        | Spots  | Amount     |
| M-F 430-5P Inside Edition<br>Inside Edition M-F 430-5p |           |                   |                 |   |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | --- 1---                                  | 1                 |                       | \$880.00        |               | 0.00          |             |     |            |             |        |            |
| E 30   | WDIV      | 09/06/12          | 09/06/12        | 5-6am Local News M-F CM                   |                   | 530-6a                | --- 1---        | :30           | 1             | \$300.00    | P-2 | 0.00       | NM          | 1      | \$300.00   |
|  |           |                   |                 | Local 4 News Today 5-6A (5:30 AM-6:00 AM) |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | --- 1---                                  | 1                 |                       | \$300.00        |               | 0.00          |             |     |            |             |        |            |
| E 31   | WDIV      | 09/06/12          | 09/06/12        | 6-630pm Local 4 News M-F CM               |                   | 6P-630P               | --- 1---        | :30           | 1             | \$1,500.00  | P-2 | 0.00       | NM          | 1      | \$1,500.00 |
|  |           |                   |                 | M-F Local 4 News 6-630p                   |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | --- 1---                                  | 1                 |                       | \$1,500.00      |               | 0.00          |             |     |            |             |        |            |
| E 32   | WDIV      | 09/06/12          | 09/06/12        | Jeopardy 730-8p M-F CM                    |                   | 730P-8P               | --- 1---        | :30           | 1             | \$2,100.00  | P-2 | 0.00       | NM          | 1      | \$2,100.00 |
|  |           |                   |                 | M-F Jeopardy                              |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | --- 1---                                  | 1                 |                       | \$2,100.00      |               | 0.00          |             |     |            |             |        |            |
| E 33   | WDIV      | 09/06/12          | 09/06/12        | Today Show 9-10a M-F CM                   |                   | 9A-10A                | --- 1---        | :30           | 1             | \$550.00    | P-2 | 0.00       | NM          | 1      | \$550.00   |
|  |           |                   |                 | Today Show 9-10A                          |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | --- 1---                                  | 1                 |                       | \$550.00        |               | 0.00          |             |     |            |             |        |            |
| E 34   | WDIV      | 09/04/12          | 09/04/12        | Ricki Lake 3-4p 9/10 CM                   |                   | 3-4p                  | - 1-----        | :30           | 1             | \$400.00    | P-2 | 0.00       | NM          | 1      | \$400.00   |
|  |           |                   |                 | Ricki Lake                                |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | - 1-----                                  | 1                 |                       | \$400.00        |               | 0.00          |             |     |            |             |        |            |
| <u>Spot</u>  | <u>Ch</u> | <u>Date Range</u> |                 | <u>Description</u>                        |                   | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |               | <u>Rate</u> |     | <u>Rtg</u> | <u>Type</u> |        |            |
| 1  | WDIV      | 09/03/12-09/09/12 |                 | Anderson Cooper 3-4p                      |                   | 3-4p                  | MTWThF----      | :30           |               | \$400.00    |     | 0.00       | NM          |        |            |
| E 35   | WDIV      | 09/04/12          | 09/04/12        | M-F Local News @ 4pm CM                   |                   | 4p-430pm              | - 1-----        | :30           | 1             | \$975.00    | P-2 | 0.00       | NM          | 1      | \$975.00   |
|  |           |                   |                 | M-F Local News @ 4pm                      |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | - 1-----                                  | 1                 |                       | \$975.00        |               | 0.00          |             |     |            |             |        |            |
| E 36   | WDIV      | 09/04/12          | 09/04/12        | 4:30am Local News M-F CM                  |                   | 4:30-5am M-F          | - 1-----        | :30           | 1             | \$100.00    | P-2 | 0.00       | NM          | 1      | \$100.00   |
|  |           |                   |                 | 4:30am Local News                         |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | - 1-----                                  | 1                 |                       | \$100.00        |               | 0.00          |             |     |            |             |        |            |
| E 37   | WDIV      | 09/04/12          | 09/04/12        | M-F 430-5P Inside Edition CM              |                   | 430p-5p               | - 1-----        | :30           | 1             | \$880.00    | P-2 | 0.00       | NM          | 1      | \$880.00   |
|  |           |                   |                 | Inside Edition M-F 430-5p                 |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | - 1-----                                  | 1                 |                       | \$880.00        |               | 0.00          |             |     |            |             |        |            |
| E 38   | WDIV      | 09/04/12          | 09/04/12        | 5-6am Local News M-F CM                   |                   | 530-6a                | - 1-----        | :30           | 1             | \$300.00    | P-2 | 0.00       | NM          | 1      | \$300.00   |
|  |           |                   |                 | Local 4 News Today 5-6A (5:30 AM-6:00 AM) |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | - 1-----                                  | 1                 |                       | \$300.00        |               | 0.00          |             |     |            |             |        |            |
| E 39   | WDIV      | 09/04/12          | 09/04/12        | 6-630pm Local 4 News M-F CM               |                   | 6P-630P               | - 1-----        | :30           | 1             | \$1,500.00  | P-2 | 0.00       | NM          | 1      | \$1,500.00 |
|  |           |                   |                 | M-F Local 4 News 6-630p                   |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | - 1-----                                  | 1                 |                       | \$1,500.00      |               | 0.00          |             |     |            |             |        |            |
| E 40   | WDIV      | 09/04/12          | 09/04/12        | Jeopardy 730-8p M-F CM                    |                   | 730P-8P               | - 1-----        | :30           | 1             | \$2,100.00  | P-2 | 0.00       | NM          | 1      | \$2,100.00 |
|  |           |                   |                 | M-F Jeopardy                              |                   |                       |                 |               |               |             |     |            |             |        |            |
|  |           | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                           | <u>Spots/Week</u> |                       | <u>Rate</u>     |               | <u>Rating</u> |             |     |            |             |        |            |
| Week: 09/03/12   |           | 09/03/12          | 09/09/12        | - 1-----                                  | 1                 |                       | \$2,100.00      |               | 0.00          |             |     |            |             |        |            |
| E 41   | WDIV      | 09/04/12          | 09/04/12        |   | CM                | 9A-10A                | - 1-----        | :30           | 1             | \$550.00    | P-2 | 0.00       | NM          | 1      | \$550.00   |



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Contract / Revision **258074** Flight Dates **09/04/12-09/10/12**

Hiatus Dates

Original Date / Revision 08/30/12/ 08/30/12

Order Sep 00:15:00

Advertiser **ISS/Michigan Democratic S** Product **MDSCC**

Estimate # **1591**

| Ln   | Ch   | Start             | End             | Inventory Code              | Break | Start/End Time    | Days         | Len | Spots             | Rate        | Pri | Rtg           | Type   | Totals |             |
|------|------|-------------------|-----------------|-----------------------------|-------|-------------------|--------------|-----|-------------------|-------------|-----|---------------|--------|--------|-------------|
|      |      |                   |                 |                             |       |                   |              |     |                   |             |     |               |        | Spots  | Amount      |
|      |      |                   |                 | Today Show 9-10a M-F        |       |                   |              |     |                   |             |     |               |        |        |             |
|      |      |                   |                 | Today Show 9-10A            |       |                   |              |     |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                   |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 09/03/12    | 09/09/12        | - 1 - - - -                 |       |                   |              |     | 1                 | \$550.00    |     | 0.00          |        |        |             |
| E 42 | WDIV | 09/05/12          | 09/05/12        | Tonight Show w/Leno CM      |       | 1135P-1237A       | -- 1 - - - - | :30 | 1                 | \$800.00    | P-2 | 0.00          | NM     | 1      | \$800.00    |
|      |      |                   |                 | Tonight Show 1135P-123'     |       |                   |              |     |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                   |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 09/03/12    | 09/09/12        | -- 1 - - - -                |       |                   |              |     | 1                 | \$800.00    |     | 0.00          |        |        |             |
| E 43 | WDIV | 09/05/12          | 09/05/12        | Noon News 12-1230p MCM      |       | 12N-1230P         | -- 1 - - - - | :30 | 1                 | \$750.00    | P-2 | 0.00          | NM     | 1      | \$750.00    |
|      |      |                   |                 | Noon News 12-1230p          |       |                   |              |     |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                   |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 09/03/12    | 09/09/12        | -- 1 - - - -                |       |                   |              |     | 1                 | \$750.00    |     | 0.00          |        |        |             |
| E 44 | WDIV | 09/05/12          | 09/05/12        | 4:30am Local News M-FCM     |       | 4:30-5am M-F      | -- 1 - - - - | :30 | 1                 | \$100.00    | P-2 | 0.00          | NM     | 1      | \$100.00    |
|      |      |                   |                 | 4:30am Local News           |       |                   |              |     |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                   |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 09/03/12    | 09/09/12        | -- 1 - - - -                |       |                   |              |     | 1                 | \$100.00    |     | 0.00          |        |        |             |
| E 45 | WDIV | 09/05/12          | 09/05/12        | M-F 430-5P Inside EditionCM |       | 430p-5p           | -- 1 - - - - | :30 | 1                 | \$880.00    | P-2 | 0.00          | NM     | 1      | \$880.00    |
|      |      |                   |                 | Inside Edition M-F 430-5p   |       |                   |              |     |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                   |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 09/03/12    | 09/09/12        | -- 1 - - - -                |       |                   |              |     | 1                 | \$880.00    |     | 0.00          |        |        |             |
| E 46 | WDIV | 09/05/12          | 09/05/12        | 5-6pm Local 4 News M-FCM    |       | 5P-530P           | -- 1 - - - - | :30 | 1                 | \$1,200.00  | P-2 | 0.00          | NM     | 1      | \$1,200.00  |
|      |      |                   |                 | M-F Local 4 News 5-6pm      |       | (5:00 PM-5:30 PM) |              |     |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                   |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 09/03/12    | 09/09/12        | -- 1 - - - -                |       |                   |              |     | 1                 | \$1,200.00  |     | 0.00          |        |        |             |
| E 47 | WDIV | 09/05/12          | 09/05/12        | 5-6am Local News M-F CM     |       | 530-6a            | -- 1 - - - - | :30 | 1                 | \$300.00    | P-2 | 0.00          | NM     | 1      | \$300.00    |
|      |      |                   |                 | Local 4 News Today 5-6A     |       | (5:30 AM-6:00 AM) |              |     |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                   |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 09/03/12    | 09/09/12        | -- 1 - - - -                |       |                   |              |     | 1                 | \$300.00    |     | 0.00          |        |        |             |
| E 48 | WDIV | 09/05/12          | 09/05/12        | 6-630pm Local 4 News MCM    |       | 6P-630P           | -- 1 - - - - | :30 | 1                 | \$1,500.00  | P-2 | 0.00          | NM     | 1      | \$1,500.00  |
|      |      |                   |                 | M-F Local 4 News 6-630p     |       |                   |              |     |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                   |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 09/03/12    | 09/09/12        | -- 1 - - - -                |       |                   |              |     | 1                 | \$1,500.00  |     | 0.00          |        |        |             |
| E 49 | WDIV | 09/05/12          | 09/05/12        | M-F Access 7-730P WheelCM   |       | 7P-730P           | -- 1 - - - - | :30 | 1                 | \$2,100.00  | P-2 | 0.00          | NM     | 1      | \$2,100.00  |
|      |      |                   |                 | M-F Wheel of Fortune        |       |                   |              |     |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                   |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 09/03/12    | 09/09/12        | -- 1 - - - -                |       |                   |              |     | 1                 | \$2,100.00  |     | 0.00          |        |        |             |
| E 50 | WDIV | 09/05/12          | 09/05/12        | 7-9am Today Show M-FCM      |       | 8-9a              | -- 1 - - - - | :30 | 1                 | \$1,000.00  | P-2 | 0.00          | NM     | 1      | \$1,000.00  |
|      |      |                   |                 | Today Show                  |       | (8:00 AM-9:00 AM) |              |     |                   |             |     |               |        |        |             |
|      |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                   |              |     | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |        |        |             |
|      |      | Week: 09/03/12    | 09/09/12        | -- 1 - - - -                |       |                   |              |     | 1                 | \$1,000.00  |     | 0.00          |        |        |             |
|      |      |                   |                 |                             |       |                   |              |     |                   |             |     |               | Totals | 50     | \$42,350.00 |